

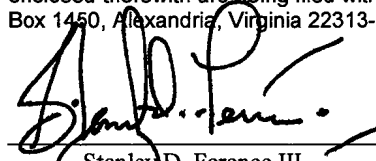
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al  
Serial No. : 09/804,735 Examiner : J. Janvier  
Filed : March 13, 2001 Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF  
INTERNET ADVERTISING (as amended)

May 29, 2009

**RESPONSE TO NOTICE OF NON-RESPONSIVE AMENDMENT**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on May 29, 2009.

  
Stanley D. Ference III  
Reg. No. 33,879

May 29, 2009  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Official Action dated April 29, 2009, Applicants submit this  
Amendment for the above-identified application.

**Amendments to the Claims** are reflected in the listing of claims which begins on  
page 2 of this paper.

**Remarks** begin on page 10 of this paper.